

REP HEADLINE# 6285677
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG20/12 10.30
CHANGES ** WFLA-TV ***

ADV # ADV. NAME ISS/RESTORE OUR FUTURE REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306
TOWSON, MD 21286
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6285677 CLASS: NATL. LOCAL REGIONAL

PRDCT RESTORE OUR FUTURE EST#1939 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG21/12 AUG27/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG20/12 10.30

REP: REVISION
PROGRAM CHANGE LN'S 8-9 AND 32-33
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
RESTORE OUR FUTURE, INC IDB #1021, TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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8	NZ		700P-730P	30		\$2,000.00	8/21	8/24	8		TU-F	8
AGENCY ADVERTISER CODE = AGENCY EST# = 1939												
AGENCY PRODUCT CODE =												
PROGRAM : 7P NEWS												
RA35+ : 4.0												
CON COM1: 7P NEWS												

REP HEADLINE# 6285677
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
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 ORDER WORKSHEET HARRIS REPORT FROM REP AUG20/12 10.30
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	NZ		730P-800P	30		\$1,850.00	8/21	8/24	4		TU-F	4
PROGRAM : ENT TONIGHT												
RA35+ : 4.0												
CON COM1: ENT TONIGHT												
32	NZ		700P-730P	30		\$2,000.00	8/27	8/27	2		MON	2
PROGRAM : 7P NEWS												
RA35+ : 4.0												
CON COM1: 7P NEWS												
33	NZ		730P-800P	30		\$1,850.00	8/27	8/27	1		MON	1
PROGRAM : ENT TONIGHT												
RA35+ : 4.0												
CON COM1: ENT TONIGHT												
AUG/12 113050.00 SEP/12 17750.00											CONTRACT TOTAL 130800.00	
											TOTAL SPOTS 104	

MARKET TOTALS \$433,425 WFLA 30% WFTS 25% WTSP 22% WTVT 21% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6285677
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG17/12 15.08
*** WFLA-TV ***

ADV # ADV. NAME ISS/RESTORE OUR FUTURE REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)
TOWSON, MD 21286

ORDER # CONTRACT # 6285677 CLASS: NATL. LOCAL REGIONAL

PRDCT RESTORE OUR FUTURE EST#1939 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG21/12 AUG27/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG17/12 15.08

REP: NEW ORDER
TTL \$130,800 @104X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
RESTORE OUR FUTURE, INC IDB #1021, TV INVOICES #9912736



9/11/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 1939
AGENCY PRODUCT CODE =

1	600A-700A	30	\$850.00	8/21	8/24	8	TU-F	8
PROGRAM : TODAY								
RA35+ : 2.0								
CON COM1: TODAY								

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 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG17/12 15.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N	30		\$225.00	8/21	8/24	4		TU-F	4
PROGRAM : MIDDAY NEWS												
RA35+ : 1.0												
CON COM1: MIDDAY NEWS												
3			1200N-100P	30		\$275.00	8/21	8/24	4		TU-F	4
PROGRAM : TODAY SHOW												
RA35+ : 1.0												
CON COM1: TODAY SHOW												
4			400P-500P	30		\$650.00	8/21	8/24	8		TU-F	8
PROGRAM : DR OZ												
RA35+ : 2.0												
CON COM1: DR OZ												
5			500P-530P	30		\$850.00	8/21	8/24	4		TU-F	4
PROGRAM : NEWS 5P												
RA35+ : 3.0												
CON COM1: NEWS 5P												
6			530P-600P	30		\$850.00	8/21	8/24	4		TU-F	4
PROGRAM : NEWS 530P												
RA35+ : 3.0												
CON COM1: NEWS 530P												
7			600P-630P	30		\$2,000.00	8/21	8/24	4		TU-F	4
PROGRAM : NEWS 6P												
RA35+ : 6.0												
CON COM1: NEWS 6P												
8			700P-730P	30		\$2,000.00	8/21	8/24	8		TU-F	8
PROGRAM : ET												
RA35+ : 4.0												
CON COM1: ET												
9			730P-800P	30		\$1,850.00	8/21	8/24	4		TU-F	4
PROGRAM : EXTRA												
RA35+ : 4.0												
CON COM1: EXTRA												

7P News

E1

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REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG17/12 15.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			1135P-1237A PROGRAM : TONIGHT SHOW RA35+ : 1.0 CON COM1 : TONIGHT SHOW	30		\$800.00	8/21	8/24	4		TU-F	4
11			500A-530A PROGRAM : NEWS 5A RA35+ : 1.0 CON COM1 : NEWS 5A	30		\$300.00	8/21	8/24	4		TU-F	4
12			1100P-1135P PROGRAM : NEWS 11P RA35+ : 3.0 CON COM1 : NEWS 11P	30		\$1,800.00	8/21	8/26	12		TU-SU	12
13			1000P-1100P PROGRAM : ROCK CENTER RA35+ : 3.0 CON COM1 : ROCK CENTER	30		\$3,800.00	8/23	8/23	2		THU	2
14			700A-900A PROGRAM : SAT TODAY RA35+ : 3.0 CON COM1 : SAT TODAY	30		\$550.00	8/25	8/25	3		SAT	3
15			900A-1000A PROGRAM : SAT AM RA35+ : 2.0 CON COM1 : SAT AM	30		\$475.00	8/25	8/25	2		SAT	2
16			1200N-100P PROGRAM : NOON SAT RA35+ : 1.0 CON COM1 : NOON SAT	30		\$200.00	8/25	8/25	1		SAT	1
17			600P-630P PROGRAM : NEWS 6P SAT RA35+ : 7.0 CON COM1 : NEWS 6P SAT	30		\$800.00	8/25	8/25	1		SAT	1

AUG17/12 15.08
*** WFTN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18			700P-800P PROGRAM : ET RA35+ : 2.0 CON COM1: ET	30		\$1,000.00	8/25	8/25	2		SAT	2
19			1000P-1100P PROGRAM : LAW AND ORDER SVU RA35+ : 3.0 CON COM1: LAW AND ORDER SVU	30		\$2,200.00	8/25	8/25	1		SAT	1
20			800A-900A PROGRAM : SUN TODAY RA35+ : 2.0 CON COM1: SUN TODAY	30		\$700.00	8/26	8/26	2		SUN	2
21			900A-1000A PROGRAM : SUN AM RA35+ : 3.0 CON COM1: SUN AM	30		\$475.00	8/26	8/26	2		SUN	2
22			1200N-100P PROGRAM : NOON SUN RA35+ : 1.0 CON COM1: NOON SUN	30		\$200.00	8/26	8/26	1		SUN	1
23			600P-630P PROGRAM : NEWS 6P SUN RA35+ : 4.0 CON COM1: NEWS 6P SUN	30		\$900.00	8/26	8/26	1		SUN	1
24			800P-1100P PROGRAM : NFL PRESEASON RA35+ : 6.0 CON COM1: NFL PRESEASON	30		\$8,000.00	8/26	8/26	2		SUN	2
25			600A-700A PROGRAM : TODAY RA35+ : 2.0 CON COM1: TODAY	30		\$850.00	8/27	8/27	2		MON	2

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AUG17/12 15.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
26			1100A-1200N	30		\$225.00	8/27	8/27	1		MON	1
PROGRAM : MIDDAY NEWS												
RA35+ : 1.0												
CON COM1: MIDDAY NEWS												
27			1200N-100P	30		\$275.00	8/27	8/27	1		MON	1
PROGRAM : TODAY SHOW3												
RA35+ : 1.0												
CON COM1: TODAY SHOW3												
28			400P-500P	30		\$650.00	8/27	8/27	2		MON	2
PROGRAM : DR OZ												
RA35+ : 2.0												
CON COM1: DR OZ												
29			500P-530P	30		\$850.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 5P												
RA35+ : 3.0												
CON COM1: NEWS 5P												
30			530P-600P	30		\$850.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 530P												
RA35+ : 3.0												
CON COM1: NEWS 530P												
31			600P-630P	30		\$2,000.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 6P												
RA35+ : 6.0												
CON COM1: NEWS 6P												
32			700P-730P	30		\$2,000.00	8/27	8/27	2		MON	2
PROGRAM : ET												
RA35+ : 4.0												
CON COM1: ET												
33			730P-800P	30		\$1,850.00	8/27	8/27	1		MON	1
PROGRAM : EXTRA												
RA35+ : 4.0												
CON COM1: EXTRA												

ET News
ET

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 *** ORIGINAL REV#0 ***

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 AUG17/12 15.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
34			1135P-1237A	30		\$800.00	8/27	8/27	1		MON	1
PROGRAM : TONIGHT SHOW												
RA35+ : 1.0												
CON COM1: TONIGHT SHOW												
35			500A-530A	30		\$300.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 5A												
RA35+ : 1.0												
CON COM1: NEWS 5A												
36			1100P-1135P	30		\$1,800.00	8/27	8/27	2		MON	2
PROGRAM : NEWS 11P												
RA35+ : 3.0												
CON COM1: NEWS 11P												
AUG/12			113050.00	SEP/12		17750.00						
CONTRACT TOTAL												130800.00
TOTAL SPOTS												104

MARKET TOTALS \$433,425 WFLA 30% WFTS 25% WTSP 22% WTVT 21% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Restore Our Future/ Issue
 Submission Number 736 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	130800	Campaign Ref:	E:120820014
Buyer:	" "	Client/Product/Estimate:	. / 1939	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06285677
Est./PO Number:	06285677	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Restore Our Future	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 6a News .TWTF..	03	850	30 Comme	Nbr of Spots 8		8	6800
2	M-F 11a Daytime .TWTF..	02	225	30 Comme	Nbr of Spots 4		4	900
3	M-F 12p Today Show III .TWTF..	02	275	30 Comme	Nbr of Spots 4		4	1100
4	M-F 4p Dr Oz .TWTF..	03	650	30 Comme	Nbr of Spots 8		8	5200
5	M-F 5p News .TWTF..	04	850	30 Comme	Nbr of Spots 4		4	3400
6	M-F 530p News .TWTF..	04	850	30 Comme	Nbr of Spots 4		4	3400
7	M-F 6p News .TWTF..	02	2000	30 Comme	Nbr of Spots 4		4	8000
8	M-F 7p News .TWTF..	01	2000	30 Comme	Nbr of Spots 8		8	16000
9	M-F 730p Entertainment Tonight .TWTF..	02	1850	30 Comme	Nbr of Spots 4		4	7400
Weekly Totals: Total Spots(Ord Spots)					88	16	104	

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Restore Our Future/ Issue
 Submission Number 736 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Restore Our Future/ Issue	Submission Cost: 130800	Campaign Ref: E:120820014
Buyer:	Client/Product/Estimate: . / /1939	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06285677
Est./PO Number: 06285677	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
11	M-F 5a News TWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
12	M-Su 11p News TWTFSS	02	1800	30 Comme	Nbr of Spots	12	12	21600
13	Thu 10p ET / 9p CT Rock Center ...T...	02	3800	30 Comme	Nbr of Spots	2	2	7600
14	Sat 7a Today ShowS.	03	550	30 Comme	Nbr of Spots	3	3	1650
15	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	2	2	950
16	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
17	Sat 6p NewsS.	03	800	30 Comme	Nbr of Spots	1	1	800
18	Sat 7p Entertainment TonightS.	02	1000	30 Comme	Nbr of Spots	2	2	2000
19	Sat 10p ET / 9p CT Law & Order SVUS.	02	2200	30 Comme	Nbr of Spots	1	1	2200
20	Sun 8a Today Show	02	700	30	Nbr of Spots	2	2	1400
Weekly Totals: Total Spots(Ord Spots)					88	16	104	

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 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Restore Our Future/ Issue
 Submission Number 736 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	130800	Campaign Ref:	E:120820014
Buyer:	..	Client/Product/Estimate:	. / .1939	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06285677
Est./PO Number:	06285677	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
21	Sun 9a NewsS	02	475	30 Comme	Nbr of Spots 2		2	950
22	Sun 12p NewsS	02	200	30 Comme	Nbr of Spots 1		1	200
23	Sun 6p NewsS	02	900	30 Comme	Nbr of Spots 1		1	900
24	Sun 8p ET / 7p CT Sun Night Football - PreseasonS	05	8000	30 Comme	Nbr of Spots 2		2	16000
25	M-F 6a News M.....	03	850	30 Comme	Nbr of Spots	2	2	1700
26	M-F 11a Daytime M.....	02	225	30 Comme	Nbr of Spots	1	1	225
27	M-F 12p Today Show III M.....	02	275	30 Comme	Nbr of Spots	1	1	275
28	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots	2	2	1300
29	M-F 5p News M.....	04	850	30 Comme	Nbr of Spots	1	1	850
30	M-F 530p News M.....	04	850	30 Comme	Nbr of Spots	1	1	850
Weekly Totals: Total Spots(Ord Spots)					88	16	104	

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
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Restore Our Future/ Issue
 Submission Number 736 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Restore Our Future/ Issue	Submission Cost: 130800	Campaign Ref: E:120820014
Buyer: ..	Client/Product/Estimate: ././1939	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06285677
Est./PO Number: 06285677	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
31	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
32	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots	2	2	4000
33	M-F 730p Entertainment Tonight M.....	02	1850	30 Comme	Nbr of Spots	1	1	1850
34	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1	800
35	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
36	M-Su 11p News M.....	02	1800	30 Comme	Nbr of Spots	2	2	3600
Weekly Totals: Total Spots(Ord Spots)					88	16	104	

Grand Totals				Grand Totals			
		Month 8 Weeks: 4	08/20			Month 9 Weeks: 5	08/27
Spots	104			Spots	104		
Cost	130800			Cost	130800		

Grand Totals:

Spots: 104
Gross Total: 130,800.00

Commission:	<u>19,620.00</u>
Net Total:	111,180.00